

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 714687
Alt Order #: 06321851
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 93
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

WTLV-TV

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	113	\$57,350.00	\$48,747.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	113	\$57,350.00	\$48,747.50	0.00
Totals	113	\$57,350.00	\$48,747.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	12%	\$57,350.00
Market	100%	\$477,916.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	4%	\$19,116.67
WCWJ	1%	\$4,779.17
WJXT	25%	\$119,479.17
WJXX	12%	\$57,350.00
WTEV	46%	\$219,841.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/19/12	09/21/12	M-F 6-7a	CM	6a-7a	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
				M-F 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$900.00		0.00			
E 2	WTLV	09/24/12	09/25/12	M-F 6-7a	CM	6a-7a	MT-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
				M-F 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$900.00		0.00			
E 3	WTLV	09/19/12	09/21/12	M-F 6-7a	CM	6a-7a	--WTF--	:30	3	\$425.00	P-3	0.00	NM	3	\$1,275.00
				M-F 6-7am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3				\$425.00		0.00			

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/24/12	09/25/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$425.00			0.00			
E 5	WTLV	09/19/12	09/21/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--222--	:30	6	\$375.00	P-3	0.00	NM	6	\$2,250.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--222--		6			\$375.00			0.00			
E 6	WTLV	09/24/12	09/25/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	22-----	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	22-----		4			\$375.00			0.00			
E 7	WTLV	09/24/12	09/25/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$400.00			0.00			
E 8	WTLV	09/19/12	09/21/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$400.00			0.00			
E 9	WTLV	09/24/12	09/25/12	Today Show II M-F 9-10am	CM	9a-10a	22-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	22-----		4			\$400.00			0.00			
E 10	WTLV	09/19/12	09/21/12	Today Show II M-F 9-10am	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$400.00			0.00			
E 11	WTLV	09/19/12	09/21/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--WTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$125.00			0.00			
E 12	WTLV	09/24/12	09/25/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT-----	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$125.00			0.00			
E 13	WTLV	09/24/12	09/25/12	M-F 4-5p Ellen	CM	M-F 4p-5p	22-----	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	22-----		4			\$150.00			0.00			
E 14	WTLV	09/19/12	09/21/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$150.00			0.00			
E 15	WTLV	09/24/12	09/25/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$475.00			0.00			
E 16	WTLV	09/19/12	09/21/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$475.00			0.00			
E 17	WTLV	09/24/12	09/25/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	22-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		2X MAX/DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WTLV	09/24/12	09/25/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	22-----	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	22-----					4	\$1,000.00		0.00			
E 18	WTLV	09/19/12	09/21/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	6	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,000.00		0.00			
E 19	WTLV	09/19/12	09/21/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$450.00		0.00			
E 20	WTLV	09/24/12	09/25/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$450.00		0.00			
E 21	WTLV	09/24/12	09/25/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,200.00		0.00			
E 22	WTLV	09/19/12	09/21/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$1,200.00		0.00			
E 23	WTLV	09/19/12	09/21/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--222--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--222--					6	\$400.00		0.00			
E 24	WTLV	09/24/12	09/25/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	22-----	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	22-----					4	\$400.00		0.00			
E 25	WTLV	09/19/12	09/21/12	5a-530a 5a-530a	CM	M-F 5a-530a	--222--	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--222--					6	\$200.00		0.00			
E 26	WTLV	09/24/12	09/25/12	5a-530a 5a-530a	CM	M-F 5a-530a	22-----	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	22-----					4	\$200.00		0.00			
E 27	WTLV	09/19/12	09/21/12	530a-6a 530a-6a	CM	530a-6a	--222--	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--222--					6	\$200.00		0.00			
E 28	WTLV	09/24/12	09/25/12	530a-6a 530a-6a	CM	530a-6a	22-----	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	22-----					4	\$200.00		0.00			
E 29	WTLV	09/21/12	09/21/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$650.00		0.00			

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WTLV-TV

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E 30	WTLV	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$180.00			0.00			
E 31	WTLV	09/22/12	09/22/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		2			\$175.00			0.00			
E 32	WTLV	09/22/12	09/22/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$160.00			0.00			
E 33	WTLV	09/22/12	09/22/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$315.00			0.00			
E 34	WTLV	09/23/12	09/23/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$400.00			0.00			
E 35	WTLV	09/23/12	09/23/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		2			\$160.00			0.00			
E 36	WTLV	09/23/12	09/23/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$1,600.00			0.00			
E 37	WTLV	09/23/12	09/23/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas	-----S	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		3			\$2,500.00			0.00			
E 38	WTLV	09/23/12	09/23/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$400.00			0.00			
													Totals	113	\$57,350.00